

What's News in Egypt?

USIS-CAIRO "HEADLINE REPORT"

PRESS SECTION, AMERICAN EMBASSY

"What's News" is prepared to give American readers a quick, at-a-glance, objective poll of Egyptian newspaper interest; to show what Egyptian papers are "playing up" and what they are "playing down." Where possible, it cross-sections the press--right, left and center--concentrating on major and most influential papers. Topics are listed in the order of the importance given them by editors...and thus are listed in the order in which they claim the eyes of Egyptian newspaper readers.

Explanation of the poll system appears on reverse of this page.

Papers of
Aug. 9, '48

"Ahram"
"Assas"
"Ikhwan"

Subject:

Points:

Papers using:

ARABIC PRESS

PALESTINE -- general situation; condition of Arab refugees; disease epidemic; Iraqi premier says "arms and force to solve Palestine problem" (Ah); truce violations (As,I)...	125	Ah,As,I.
BERLIN -- Molotov to receive Western envoys third time; Four-Power conference to be held in Moscow within three weeks...	33	Ah,As,I.
FUTURE OF FORMER ITALIAN COLONIES -- development of London conference on colonies; South African and Australian points of view...	24	Ah,As,I.
TRYGVE LIE says in his annual report to General Assembly that nothing would strengthen world organization more than the settlement of the German problem...	20	Ah,As.
GREECE -- civil war; Greco-Bulgarian frontier incidents(As)...	14	Ah,As,I.
FRANCE -- Assembly discusses Reynaud's financial powers...	13	Ah,I.
WASHINGTON -- Congress "lets Truman down"; special session comes to an end...	13	Ah,As,I.
ISTANBUL -- Princeton University Professor of Turkish history and language grants special interview to Arab News Agency on Palestine question...	12	As,I.
DANUBE CONFERENCE -- development of...	12	An,As.
BRITAIN -- arrival of more superforts and jet fighters...	10	Ah,I.
CZECHOSLOVAKIA -- reports of Benes leaving Czechoslovakia denied...	10	As,I.
OLYMPIC GAMES -- events (on front page)...	10	Ah.
BULGARIA -- 1600 Jews to leave for Palestine...	5	I.

HOW THIS REPORT IS PREPARED...

"What's News" does not translate news stories, nor attempt to reflect the individual point of view of any faction or newspaper. By an objective statistical conversion of "headline bigness," "story placement" and "display" into figures, it attempts to show a general picture of how the newspapers of Egypt rate current news.

To give this picture, every story on the major news pages of a representative group of newspapers in each language is given a "point value," based on story display and position.

These point values are reached as follows:

1. A single-column headline is given an arbitrary value of two points. A two-column headline rates four points. A three-column headline earns six -- etc. The basic point value of a story is set at twice the width of its headline.
2. Three points are added to the value of all stories published on "Page One"... and an additional two points are added to each story published in the top third of Page One. Thus an eight-column "banner" headline on Page One rates sixteen points, plus three points, plus two points -- 21 points.
3. After all stories in the newspapers covered are evaluated in this manner, the total score for each item of news (regardless of what phase of the story the individual newspaper "plays up") is added, for the entire cross-sectioned group of newspapers. By choosing papers right, center and left, partisan considerations in giving prominence to news are "balanced out". Thus, if the Wafd gives a story banner headlines and the Administration omits, the score for this story, even though it is bannered in a Wafd paper, will be no more than the score for a story given four-column headlines in both Administration and Opposition newspapers.
4. The identical system is used in evaluating the Arabic and French press, except that the Arabic report, because of the Egyptian custom of bulking international news on Page One, and major local news on Page 2, scans both these pages. The French analysis covers "Page One". The English Press is not evaluated because only a single newspaper appears mornings, another afternoons, and American readers can see immediately the value accorded specific items by the "entire" morning and evening English Press.
5. "Editorial Report" simply lists the subjects of major editorials (as opposed to news items) in the press, by newspapers, for the convenience of those seeking comment on a specific subject.

WHY THIS REPORT IS PREPARED...

USIS has "evaluated" the news in less formal fashion for some time, in order to guide its work. No "Information Service" can operate into a void; it must know what subjects are of most vital interest to the papers it services.

Because it has seemed probable that other Embassy officials and Americans, unable to read the Arabic and French press daily for themselves, would find a "shorthand report" of this sort valuable as a barometer of local press (and thus, to a degree, public) interest, the above means was devised to pass along the daily USIS look at the news.

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Subject:	Points:	Papers using:
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FRENCH PRESSAugust 9, 1948 papers: "Journal d'Egypte," "Progres Egyptien,"

BERLIN -- Western envoys to meet Molotov today; Trygve Lie says German problem should not be presented to U.N. (P); France fears Western diplomatic withdrawal in Moscow (J)...	33	J,P.
PALESTINE -- Arab reply to Jewish peace offers expected (P); Abdallah discusses Jerusalem problem with truce envoys; Palestine refugee problem; typhoid epidemic breaks out, threat of Cholera and Plague (J)...	30	J,P.
PARIS -- French Assembly discusses Reynaud's financial powers...	22	J,P.
WASHINGTON -- Congress rejects majority of Truman's propositions; adjourns session...	20	J,P.
CAIRO -- Security authorities take steps to put an end to more "incidents"...	21	J.
BRITAIN -- more superforts and jet fighters arrive..	14	J,P.
DANUBE CONFERENCE -- Western Powers determined to prevent exclusive Communist control of Danube...	14	J,P.
GREECE -- civil war; Greco-Bulgarian frontier incidents...	12	J,P.
PRAGUE -- denials of reports of Bones having left Czechoslovakia...	7	J,P.
OLYMPIC GAMES EVENTS...	7	P.
CANADA -- St. Laurent to replace Mackenzie King...	6	J.
ITALY -- split in the Labor party...	6	J.

EDITORIALSFRENCH PRESS

The Great Russian Illusion -- to supplant British influence in the Orient -- but the Orient is no longer subject to any other influence but that of the Orient. "Journal d'Egypte."

ARABIC PRESS

Egypt's Water Wealth -- "Ahram."
 Has the Decisive Hour Come? -- (on the general situation in Europe) -- "Ahram."
 Between Justice and Politics (commenting on a statement made in the London paper "The Spectator" which said that justice demands that the Arab refugees be returned to their homes) -- "Ikhwan."